



ABOUT CROMER

Years in Business: 30+ Years with an A+ BBB Rating

President/Owner: Marshall Cromer, The Forklift Boss!

Over \$20M in assets

Locations: 6 full-service branches

Employees: 150+

Territory: Northern and Central California

OAKLAND

4701 Oakport Street
Oakland, California 94601
Tel 510-534-6566

SACRAMENTO

3939 West Capitol Avenue, Suite A
West Sacramento, CA 95691
Tel 916-371-2004

MANTECA

1813 Moffat Boulevard
Manteca, California 95336
Tel 209-465-8987

FRESNO

4646 East Jensen
Fresno, California 93725
Tel 559.268.6621

BAKERSFIELD

4608 Saco Road
Bakersfield, California 93308
Tel 661.393.2460

SANTA MARIA

1205 South Blosser Road
Santa Maria, California 93454
Tel 805.922.1767

www.cromer.com

THE RIGHT PRODUCT FOR THE RIGHT JOB

THE WIDEST RANGE OF FORKLIFTS AND WAREHOUSING
EQUIPMENT IN NORTHERN & CENTRAL CALIFORNIA

FORKLIFT BRANDS AND TYPES



- IC & Electric Forklifts - Cushion or Pneumatic
- 3,000-36,000LB, Top Tier Product
- Exclusive Oil Cooled disc brakes on all lifts



- 80-Volt Electric Forklifts that go 2 shifts and charge in 1 hour
- 100% Green Battery with a 10-Year Warranty



- IC & Electric Forklifts - Cushion or Pneumatic Tires to 36,000LB
- Electric Forklifts - Sit Down/Stand Up and 80-volt outdoor
- Narrow Aisle/Order Pickers



- Narrow Aisle and Orderpicking including low level picking
- Walkie & Rider Electric Truck including the 80-volt outdoor lifts to 11,000LB capacity
- 80-Volt Turret & Trucks that go 2 shifts
- #1 Walkie Electric Jack with 3-phase and A/C



- Made to put in long hours
- Hydrostatic drives last much longer than a typical forklift transmission
- Unmatched ROI: 20,000-hour lifespan
- Average 40% lifetime fuel savings over other LPG forklifts



- Large Capacity (15,000LB-110,000LB)



- Multi-Directional Specialty Forklifts
- 4,400-30,000LB Capacity



- Very Narrow-Aisle Forklifts
- Articulated control for easy navigation & safety



- Aluminum Frame for single axle usage
- 3-5K Diesel, Two- or Three-Wheel Drive
- 3-Wheel or 4-Wheel Drive



- Tough diesel lift trucks for Rough Terrain
- 2-Wheel and 4-Wheel Drive Models
- Low-profile for heavy-load work (orchards, automotive)



FORKLIFT ACCESSORIES

- Battery Handling Equipment
- Industrial Batteries & Chargers, Exide, GNB and Bulldog
- High Frequency opportunity chargers
- ITL Forklift Tires & Pressing/Forks (all Branches)
- Rotating Fork Clamps, Rotators, Bin Dumpers, Carton Clamps, Attachments
- Cascade, Bolzoni/Auromo, Rightline

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MATERIAL HANDLING PRODUCTS

Dock & Door Equipment

- McGuire Hydraulic/Mechanical
- Service & Installation
- Vehicle Restraint Systems
- Albany & Rytec High-Speed Doors
- Rolling Steel & Sectional Doors

Personnel & Burden Carriers

- Motrec Electric and Gas Burden Carriers
- Jungheinrich Tow Tractors

Recycling Equipment

- PTR and Marathon Distributor
- Baler/Compactor Installation & Repair

Industrial Rack and Shelving (NEW and USED)

- Hannibal Rack with CAD design layouts
- Rivetier Industrial Shelving (Stocking Dealer)
- Contractors Licensed for Seismic Calcs and Permits
- In-house Engineering for Warehouse Layouts

FORKLIFT & SPECIALTY SERVICE CAPABILITIES

- Humphrey Belt Manlift Certification for the State of California
- Linde/Jungheinrich Certified Technicians
- Linde Recommended Service Intervals
- 200-Hour Minor Planned Maintenance Service
- 2000-Hour Major Internal Service
- Fleet Planned Maintenance
- Guaranteed Maintenance Plans
- Mobile Battery Washing

RENTAL DEPARTMENT

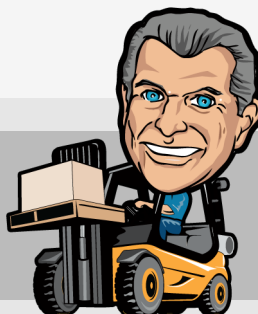
- Number of Units Available: 200+ Units in Rental Fleet
- Forklift Types: Cushion, Pneumatic, Electric, Narrow Aisle
- Other: Attachments of all applications (rotators, bin dumps, carton clamps, fork clamps, paper clamps, scissor lifts)
- Capacity Ranges: 3,000LB to 60,000LB
- Long-term Rental w/ Full Maintenance

SALES DEPARTMENT

- 14 Mobile Sales Reps
- 3 Inside Sales Reps
- 2 Warehouse Consultants
- Leasing & Financing Experts on Staff
- Free Application & Survey

VALUE-ADD SERVICES

- Forklift Operator Safety Training and Train the Trainer
- Leasing/Financing/Application Surveys
- Will buy used forklifts and accept trade-ins
- Competitive pricing for scrap batteries
- Certified Welders



“We put our customers first –
We do the right and ethical thing.”

-President/Owner: Marshall Cromer, The Forklift Boss



PARTS DEPARTMENT

Over \$1M in parts inventory with
88% shelf availability

20+ parts technicians with
average 20 years' experience

Parts available for all makes and
models with Rapid Parts and TVH
Parts: BYD, Caterpillar, Combilift,
Clark, Crown, Donkey, Doosan,
Hyster, Jungheinrich, Kalmar,
Linde, Mitsubishi, Nissan,
Princeton, Raymond, Sellick,
Taylor Dunn, Toyota, Yale

SERVICE DEPARTMENT

Shop Size: Combined total
60,000+ square feet in six
locations

Technicians: 80+ Journeyman
technicians

Road Service Trucks: 50+

Average Response Time: 1.8
hours from time of call

Mobile Tire Presses: 6 Trucks /
Trailers (all locations)

EMAIL US

Oakland, Sacramento, Manteca:
sales@cromer.com

Fresno, Bakersfield, Santa Maria:
info@cromer.com



Warehouse Rack, Shelving, Allied & More
Dock and Doors
Industrial Equipment/Supplies

www.cromer.com

